

EGGER UK Case Study

Introduction

EGGER is a global manufacturer of materials for interior design and construction, including furniture board, laminate, edging, worktops, decorative flooring, and structural flooring. The company was founded in 1961, currently employing more than 11,000 people at 22 plants across the world. They have worldwide customers in the furniture industry, wood and flooring retailers, as well as DIY markets.

EGGER in the UK has over 800 employees across the country and operates two plants. Victoria Hodgson is their Marketing Specialist for the Specification sector, that role makes her responsible for the content and communication geared towards their architecture and design community. She joined the company in 2017.

The Challenge

The main challenge facing EGGER was to continue building on the service they were providing to their customers and giving them a well-rounded offering. Their sales team discovered, through numerous conversations with designers, that their customers were working with an increasing amount of digital platforms. EGGER wanted to make the customer journey as easy as possible and offer a comprehensive digital package that made it simpler to work with their products in an efficient manner.



The Solution

The marketing team at EGGER are dynamic and forward-thinking, always recognising the importance of the digital domain. Some of the team were already familiar with BIM, having worked with it in previous roles they had been in. This experience helped EGGER shape the direction they wanted to go in, and they knew that a hosting platform for their BIM content was the way forward. A major requirement of any solution was ease of use, both for the company and for their customers. They concluded that bimstore ticked that box, noting that the platform was clean, very intuitive and simple to use, with enough content on there but not being overly complicated.

Victoria commented, "Getting started with bimstore was incredibly easy and very streamlined. The team there worked closely with us to help select the right package that best suited our needs and provided step-by-step guidance for setting up our profile and products."

We have been on bimstore since 2018 and in that time the team there have continued to always be on hand to deal with our queries quickly, efficiently, and without fuss."

With a company the size of EGGER, they wanted to streamline their processes as much as possible. bimstore gives them the ability to add products onto the platform, makes changes and look at the performance. The platform also enables their customers to get access to the content they need in a simple and straightforward manner.

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Victoria Hodgson
Marketing Senior Specialist – Specification, UK & IE

The Progress

Externally, EGGER sees their involvement with bimstore as a service that they can offer to their customer base, as part of a comprehensive digital package. Internally, the company has seen great progress for both sales and marketing. The Marketing team get a lot of value from it, using the insight and analytics to help shape their campaigns and content. The Sales team see the benefits via the leads that are generated through the platform. These are a mixture of brand-new leads and projects they were already aware of, but they use the insight that comes through bimstore to help join the dots and shape the conversations they go on to have with those leads.

Victoria remarked, “In my role, I look for trends to aid me plan marketing activity. For example, I might see on bimstore that we are seeing a high level of downloads on antibacterial surfaces. I’d interpret that something is happening in the market at the moment with that particular type of product, so then I’d work with the rest of the Marketing team to capitalise on that with creating and pushing out relevant marketing.

I also collaborate with the bimstore team on product campaigns, tying this to the content of EGGER’s wider marketing strategy. The team help us to best allocate our bimcoins [bimstore’s digital currency that can be spent on marketing activity] and promote relevant content to amplify the products that we are pushing at that time.”

The Results

From 2022 to 2023, EGGER saw a 23% increase in their product views. It is the UK division of EGGER that works with bimstore, however they are able to see their BIM content views and downloads on a global scale. This gives the UK team leads to pass to their international colleagues on projects happening in their markets.

Victoria said, “In just a 2-year period, we saw our BIM objects downloaded from users in 158 countries around the world! These leads are invaluable to our international architect advisor teams, as well as global distribution partners and international marketing teams.”

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The Future

EGGER plans to continue to utilise the insight that they get from bimstore, coupled with direct feedback from their customer base, to give them a well-rounded view on the market. This gives them a strong foundation to help develop sales plays, marketing messaging and other business interactions with their customers.

This is closely aligned with the other activity they will be doing, such as customer surveys which yield them people's opinions and feedback on the platforms and services they offer. Victoria and the Marketing team will then take that and shape the offering to make it as valuable as possible to their customers.

In February 2024 EGGER launched a new global Decorative Collection. This means a huge amount going on in terms of creating, updating and optimising their BIM objects. It also means a lot of marketing activity and informing the market of the launch and what's included. As they have done in the past, this will involve their own efforts and also collaborating with the bimstore team on cross-promotional campaigns.

